



MONTANA OFFICE OF TOURISM (MTOT) VISITOR INFORMATION CENTER (VIC) PROGRAM

MTOT VIC PROGRAM **GOALS**

- + INCREASE visitors' lengths of stay and overall expenditures in Montana
- + ENHANCE the quality of visitors' experiences while in Montana

VIC PROGRAM **OVERVIEW**

In an ongoing effort to provide Montana communities with tools and resources necessary to provide excellent visitor services, MTOT will partner with up to 20 VICs each fiscal year to assess and improve VIC operations.

To be eligible for the assessment program, communities must:

- + Currently operate a staffed VIC that is open Memorial Day through Labor Day
- + Allow VIC staff to attend an annual visitor services educational conference

ANNUAL VIC **CONFERENCE**

- VIC staff must attend in order for the community to qualify for VIC Program assistance
- Conference will be held the 1st week in May (location varies)
- Speakers will include
 1. Professional speaker
 2. MTOT e-Marketing staff
 3. MTOT Consumer Advertising
 4. MTOT Brand
 5. Superhost
 6. Institute for Tourism & Recreation Research (ITRR)
- MTOT will pay for 2 overnights (1 room) for each of the first 20 VICs to register
- Conference is free – no meals included, refreshments provided

VIC PROGRAM **ASSISTANCE**

Assistance is available to the first 20 VICs to register and attend the annual educational conference

- MTOT will reimburse up to \$5,000 in VIC staff funding
- If needed, MTOT will cover the cost to install DSL and a wireless modem for VIC use ONLY
- MTOT will provide one-on-one matching funds for purchase or upgrade of one (1) iPad per VIC and a wireless printer
- Signage – MTOT will partner with MDT and the community to improve directional signage to VIC
- Signage – MTOT will partner with the community to develop onsite VIC signage, which will provide visual consistency among VICs around the state
- Visuals – MTOT will provide advertising campaign posters and Get Lost images to display in the VIC
- MTOT will host quarterly Webinars to address customer service topics